

Development of Tourism Villages Based on Local Wisdom to Improve the Economy of Local Communities

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Abstract: This research aims to identify the potential and challenges in developing a local wisdom-based tourism village in Sombano Village, Wakatobi Regency. The village is rich in natural resources such as beaches, lakes, and mangrove forests that have begun to be converted into tourist attractions. This research used a descriptive method with a qualitative approach, where data was collected through observation, interviews, and documentation. The research findings show that Sombano Village has great potential to become an attractive rural tourism destination, supported by distinctive social and cultural life and stunning natural beauty. The development of this tourism village is expected to be carried out by considering the socio-cultural characteristics of the local community to ensure sustainability and acceptance by the community. Some aspects of local wisdom that support the development of tourist villages in Sombano include tourist attractions, accessibility, tourist facilities, community empowerment, and marketing and promotion. However, of the five aspects, only three have been running well: tourist attraction, accessibility, and community empowerment. The other two aspects, tourist facilities, and marketing, still face significant challenges. The implications of these findings emphasize the importance of government intervention and investment in infrastructure development and marketing strategies to optimize tourism potential in Sombano Village. The limitations of this study include limitations in the generalizability of the findings due to its focus on a single village, as well as the use of qualitative methods that do not allow for quantitative measurement of economic impacts. Further research is recommended to expand the geographical coverage and use a more diverse approach.

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INTRODUCTION

The vast archipelago of Indonesia is home to many tribes, ethnic groups, and civilizations, as well as a variety of natural resources (Soemarmi & Diamantina, 2019). This wealth is a crucial resource for creating a country. The potential of Indonesia's natural resources is one of the benefits of each location (Hidayat, 2011). Indonesia is well-known around the world for its varied tourist possibilities (Takome et al., 2021). The tourist industry will undoubtedly benefit greatly from this. With so much natural potential, Indonesia will draw a large number of international visitors and reap the rewards for itself (Roy et al., 2021). The potential for tourism in Indonesia is infinite, yet

Indonesia does not control any of the possibilities associated with natural richness, cultural variety, island dispersal, or historical history (Lawelai et al., 2024). Sabang to Merauke in Indonesia are among the areas with promise. Indonesia is home to 17,504 islands, 1,128 ethnic groups, 400 volcanoes, and the world's richest coral reefs (Mohammad Insan Romadhan, 2021).

The growth of the tourist industry is one of the trends that may have an impact on many areas, including the economic, social, political, and cultural (Kartika, 2016). In accordance with strategic environmental circumstances, both local and global, tourism constantly grows dynamically. Some individuals use travel as a way to regain their mental and physical energy so they can do their tasks effectively, while others use it as amusement to feel good both physically and mentally (Hadi et al., 2019).

The growth of the global economy is seen as relying heavily on the tourism industry. Many nations' economies will be impacted by how the tourist industry grows or declines (Dritasto & Anggraeni, 2013). In order to appreciate the surroundings and attractions, tourists engage in transitory, voluntary, and unforced activities (Sudiarta et al., 2021). As tourism grows, it will contribute to the state's financial stability.

As the second-largest source of foreign exchange after oil and gas exports, tourism is the subject of coordination because it can play a significant role in absorbing employment opportunities and empowering micro-enterprises, which are prevalent in tourist destination areas and other regions that produce tourist goods (Watoni et al., 2023). Based on Law No. 10 of 2009 concerning tourism, it explains that tourism is a crucial component of national development and is carried out in a systematic, planned, integrated, sustainable, and responsible manner while still protecting religious values, societal culture, environmental sustainability and quality, and national interests. To promote the fair distribution of business possibilities and benefits and to prepare for the difficulties posed by changes in local, national, and international life, tourism development is required (Medi, 2018).

Many people consider the tourism industry to be a highly important part of the global economy. If the industry grows or declines, many nations would experience economic consequences (Aliansyah & Hermawan, 2021). Without the environment, society cannot exist, and without natural resources, the economy cannot function. Because of this, the vast bulk of traditional knowledge in every tribe and nation stresses preserving the environment (Casram & Dadah, 2019). For people who are already environmentally conscious, use that maintains the balance between requirements and sustainability occurs in an attempt to meet these demands.

According to (Sasahang et al., 2017), tourism development is mainly an attempt to create and make use of products and tourist attractions that are realized as magnificent natural richness, diverse flora and fauna, diverse customs, cultural arts, and historical legacy. This is in accordance with Law No. 9 of 1990 (concerning tourism and its implementing regulations), which declares that Indonesia's natural surroundings, flora, fauna, historical artifacts, ancient artifacts, and cultural arts are excellent capital resources for efforts to develop and improve tourism.

The tourism industry contributes to the development of the economy of Indonesians, particularly those who reside close to popular tourist sites (Sari & De Fretes, 2021). The federal government must promote community-based tourist development. This paradigm has to be developed and preserved. This paradigm may increase the number of jobs available to the community. In order to help those who are unable to work grow their economies (Meutia & Rizal, 2022). Tourism villages are one example of community-based tourism development.

Tourism Village is a method of integrating attractions, lodging, and ancillary services that are shown in a framework of community life Rural Desa Wisata has a number of distinctive qualities that make it a desirable travel destination. that is incorporated into the customs and practices already in place (Sugiarti, 2016). Rural Tourism Village has a number of distinctive qualities that make it a desirable travel destination (Komariah et al., 2018). The village is a resource that still needs to be discovered and refined in its use, one of which is via research and training by the public and private sectors to develop the welfare of the tourist village community, so it can become a pillar of local tourism (Nurhajati, 2013). If all village potentials, including those related to its human resources and natural resources, can be used to the fullest extent possible, the development of a tourist village will be successful (Itah Masitah, 2019). Of course, the community and the village authority in the area must encourage the growth of tourist villages. The growth of tourist villages will provide job possibilities and promote commerce in local goods, both of which will have an impact on how well the local economy is doing (Mulyana et al., 2022).

Community-based tourism takes the form of tourist village empowerment. According to the idea of village tourism, visitors are exposed to the village's potential in an effort to enhance the community's quality of life and help the village become self-sufficient and successful (Ratwianingsih et al., 2021). In order to attract visitors and help the local population, tourism village development is a strategy that is utilized to maximize the utilization of natural resources (Lestari & Tripalupi, 2021). Sambano Village, which is in Kaledupa District, is the tourism village mentioned in the report. It has great potential to expand as a tourist destination. Local Wisdom, on the other hand, is a component of local culture that cannot be removed from the social structure (Lawelai et al., 2021). The adoption of rules by a society or community that are based on the high moral principles that the community group has gives rise to culture.

A community's actions, knowledge, and beliefs in managing nature with an eye toward environmental sustainability are referred to as local wisdom (Njatrijani, 2018). According to (Sugiyarto & Amaruli, 2018).), human contact with the environment creates local wisdom. According to the amount of comprehension, intellect, and environmental adaptation of the local population, each location has a unique local wisdom (Bakti et al., 2018).

The tourist potential of Sombano Village has not completely realised and enhanced the income of the local people. The absence of infrastructure money in expanding tourist potential is one of the reasons tourism in Sombano Village looks to be running in place and there is no progress. In addition, public concern for the environment and sustaining

the comfort and tranquillity of everyone who comes to travel is still missing. In reality, this is a specific kind of public engagement in the development of tourism in Sombano Village. The establishment of a tourist village in an area must get full support from the tourism office, village administration, community leaders, traditional leaders and other parts of society in the village. Without their support, the development of tourism villages will not run as expected (Anwar et al., 2018). Selain itu, pengembangan desa wisata harus melibatkan seluruh potensi desa sebagai pendukung bagi terciptanya sebuah kawasan yang disebut sebagai desa wisata. Penguatan seluruh potensi desa akan lebih memudahkan dalam mengembangkan desa Wisata. Potensi desa berupa sumber daya manusia, alam dan lingkungan harus disinergikan untuk menghasilkan sebuah potensi yang dapat mendukung terciptanya desa wisata (Prastowo & Budiana, 2016).

According to conventional thinking, the residents of Sombano Village are members of the Kaledupa indigenous group who take pride in their culture. The neighborhood does not intend to eradicate existing local values in Somabano Village via tourism-related activities. One of them is to treat visitors with respect and courtesy. To rigorously forbid tourists and the local population from exploiting tourist destinations as locations for immorality and other undesirable behaviors, which may disrupt and harm the local wisdom of the Sombano community, is one way local wisdom maintains tourism activities. In order to create sustainable tourist activities, Sombano Village's tourism potential is developed using the local wisdom-based tourism village development method that was used in the study process.

RESEARCH METHOD

This research employs a qualitative descriptive approach, which is designed to facilitate an understanding of social phenomena through the collection of data in the form of words, images, and other relevant documentation (Gillan et al., 2014). Qualitative descriptive techniques encompass the collection of data through a range of methods, including observation, interviews, field notes, and the utilisation of pertinent documentation (Purwanto et al., 2021). In the context of this study, a qualitative approach was employed to investigate the process of developing a local wisdom-based tourism village. This was achieved by categorizing several key aspects, namely attractiveness, accessibility, tourist facilities, community empowerment, and marketing and promotion.

The research was conducted in Sombano Village, Wakatobi Regency. Data were collected through interviews and documentation with relevant respondents in order to gain an in-depth understanding of the issues under study (Marchisotti & Farias Filho, 2022). The data analysis process entailed three principal stages: data reduction, data presentation, and conclusion drawing. The data reduction stage entails the filtering and organization of the collected data, with the objective of highlighting the elements deemed most pertinent to the research objectives. This stage enables the researcher to focus on pertinent information and exclude superfluous data.

Following the reduction of the data, it was then presented in a structured form, thus providing a clearer picture of the observation results (Estes et al., 2019). This data presentation facilitates researchers' access to and analysis of further information as

needed. The final stage of data analysis is conclusion drawing, in which the researcher relates the existing findings to the research objectives. The stages of data reduction, data presentation, and conclusion drawing were conducted in parallel and integrated throughout the research process, ensuring that each step of the analysis supported the others to produce accurate and in-depth results.

RESULTS AND DISCUSSION

Potential of Sombano Village

Rich in natural resources, Sombano Village attracts a lot of tourists. Situated at the northernmost point of Kaledupa Island, the settlement has beaches, lakes, and mangrove woods that are gradually being transformed into popular tourist destinations. The three are conveniently located near one another, making simultaneous visits simple.

When you begin to see Kaledupa Island from the boat that transported you from Wanci, a stunning white sand beach will come into view in the distance. Towering pine and coconut trees around the white sand beach, providing a picturesque background for the gorgeous beach and ocean. In the settlement of Sombano, which is located on the northernmost point of Kaledupa island, this beach is known as Taduno beach.

Taduno Beach is a serene, undeveloped beach where you can definitely hear birds chirping. Taduno Beach seems to be rather vast since it lies at the end of the hamlet and the white sand looks to encircle the beach in a circle. The sand extends to the edge of the shoreline during low tide. You may even stroll to the center, close to the coast, at high tide, sometimes glancing at the marine life that has been trapped by the receding tide.



Figure 1. Taduno Beach

There are many natural attractions in Sombano Village. Together with Taduno Beach, Sombano Village has a lagoon in the center of the island that is encircled by coral reefs.

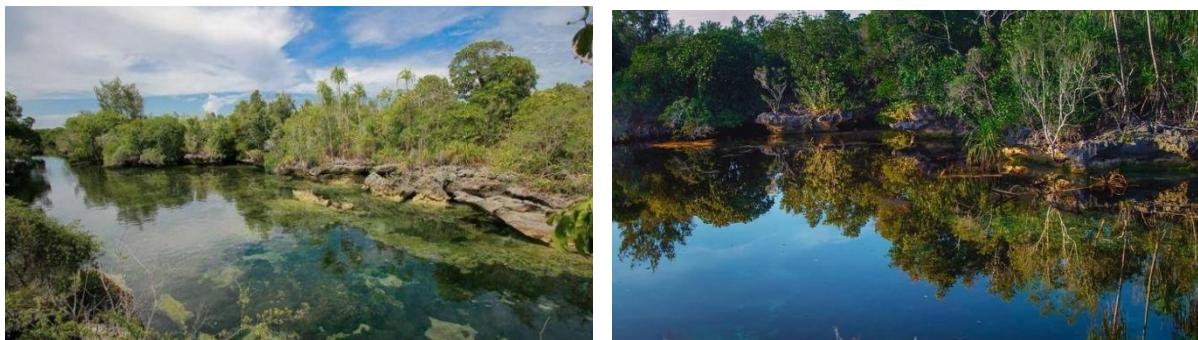


Figure 2. Lake Sombano

The locals consider the huge milkfish and red shrimp that inhabit this lake to be holy, among the lake's very rich wildlife. The seven different kinds of orchids that bloom in Sombano hamlet demonstrate the riches of the flora in addition to the abundance of wildlife.

There is a forest with a lot of mangroves in another area of Sombano village. True mangrove forests, with tree heights up to thirty meters and mangrove roots reaching up to five meters, make up this habitat of mangrove forests. It will be challenging to visit this woodland region during the wet season, so be sure to wear appropriate footwear.

Village Tourism and Local Wisdom Activities

The tourist village of Sombano boasts considerable tourism potential, offering a combination of natural beauty and a rich, distinctive cultural heritage. One of the village's primary attractions is its remarkable natural scenery, which includes the longest lake in the region, an expansive sandy beach, and a distinctive habitat of red shrimp that is unique to the area. In addition to its natural beauty, Sombano also offers a variety of cultural and agro-tourism attractions, including fishing activities conducted by local fishermen and homestay accommodations managed by local communities. Furthermore, visitors have the opportunity to partake in traditional culinary offerings, prepared with authentic flavors.

Another distinctive feature of Sombano Village is the opportunity it affords visitors to engage directly in the production of regional specialties. Visitors have the opportunity to learn the preparation of traditional dishes, including parents and parang, which are highly valued in Wakatobi. Moreover, the local culture is showcased through performances of the Lariangi dance, which is characterised by its graceful movements, and demonstrations of ancient martial arts skills that have been passed down from generation to generation. This experience offers not only entertainment value but also provides a profound insight into the history and traditions of the Sombano people.

In addition to its cultural and culinary attractions, Sombano Village has significant potential for agritourism and marine products. The village community oversees plantations that yield superior commodities, including fresh agricultural and quality marine products. This potential is appealing to tourists who wish to experience local products and presents opportunities for community-based economic development. With the appropriate support, Sombano can become a tourist destination integrated with local community empowerment, creating a synergy between tourism, culture, and a sustainable economy.

Development of Tourism Villages Through Local Wisdom

Since a tourism village development plan based on local knowledge refers to the potential both tangible and intangible that each community has to offer as a starting point for becoming a tourist village, it is associated with each village's distinctive ability to market that potential (Lawelai et al., 2023). The originality and distinctiveness of the local culture and social life are often too much for any one tourist site to preserve. This occurs as a result of the community's social structure changing or expanding to accommodate the growth of its tourist industry. Many of these new goods have the potential to

undermine the admirable principles of the community, which need to be upheld. As a result, it is essential to consider the actions that the government and the community will take to ensure that the growth of tourist sites does not alter the features of the attractions or the quality of life for those who visit.

Philosophical and social qualities are highly valued in the local culture overall. One may argue that the local way of life is unique. Exotic is described as strange or unfamiliar to many in order to pique interest. The natural beauty, vibrant social scene, and depth of spirituality all draws that may pique the interest of strangers. Therefore, in order for exoticism to become the major draw at tourist places, it must be portrayed authentically.

Community engagement via community-based tourism initiatives is necessary to maintain the value of local knowledge in tourist destinations. Creating community organizations that are engaged and care about the preservation of tourist destinations is one way to do this. Participation in this group's community is a tangible way for people to show their concern for both the tourism region and the potential of other natural resources. It is possible to achieve the preservation of nature via community. Local knowledge may be found in the lives of those who have a deep understanding of their surroundings, coexist peacefully with nature, and know how to make prudent use of the resources available to them. Community conservation is achieved by the use of local knowledge in the management of natural resources and the environment.

In order to create long-term mutually beneficial interactions between the achievement of tourism development goals, enhancing the welfare of local communities, and sustainable environmental carrying capacity in the future, tourism development must be based on conditions and carrying capacity. This is accomplished by creating amenities, accessibility, and attractions that benefit locals, visitors, and leisure time.

1. Attraction

The primary assets that a tourist development region has to possess are tourism-related goods and attractions. Sombano village is attempting to turn this region into a tourist village with the help of the surrounding environment and other resources. The village is creating a tourist village under the direction of a community organization, a vacation destination that prioritizes nature tourism. The primary draws are the mangrove-filled woodlands, beaches, lakes, and wildlife. As a result, the variety of natural richness is the primary draw. This means that the tourist potential of natural richness variety is what Sombano Village has managed to build.

Taduno Beach and Lake Sombano are still revered by the residents of Sombano Village as a kind of traditional knowledge. Visitors are urged to avoid saying or doing anything unpleasant around Lake Sombano and Taduno Beach, as well as to dress in subdued hues. Surprisingly, we are taught to respect local people's beliefs via tourism-related activities. This includes what the community thinks.

2. Accessibility

Accessibility for visitors refers to all forms of infrastructure, including transportation, that facilitate traveler movement from the point of origin to the places of interest. A summary of Sombano Village's accessibility: Sombano Village is one of the villages in Southeast Sulawesi Province's Kaledupa District, Wakatobi Regency. Most

people in this community are members of the Wakatobi tribe. Sombano community merged with Horuo Village prior to being a distinct community. In 2003, discussions were held by leaders of the community to begin the process of expanding Sombano Village. Two hamlets, hamlets one and hamlets toruntu, make up Sombano Village, which has a population of 768 and a land area of 1715 hectares.

As seen from the perspective of the marine transportation method used to get to this settlement from the Wakatobi Regency headquarters. Travelers arriving at Kaledupa Port will find it easy to go to Sombano Village, but a motorcycle is the primary mode of transportation. The distance between the capital of Wakatobi Regency and Sombano Village is around one hour. Furthermore, Sombano Village is already accessible by road.

Signs directing one to the settlement of Sombano are not yet available yet. One of the challenges for visitors to reach tourist destinations is the lack of these signage. All visitors need to do to visit Sombano village is ask the locals, and they will be escorted to the designated tourist spot.

3. Tourist Facilities

The process of creating tourist support amenities, such transportation, lodging in the form of homestays, public service facilities, the arts, and so on, cannot be isolated from the process of creating tourism villages. These amenities must be created in tandem with the development of tourism villages. This is crucial and vital because, with the help of facilities that let visitors stay and interact with the community while discovering the customs and knowledge of the area, rural tourism activities will be able to function smoothly and be engaging.

All forms of amenities are designed with the express purpose of assisting, supporting, and facilitating visitors' comfort and safety while they are at tourist destinations. There are still just basic amenities and leading up to tourist destinations. New tourism destinations will have planned and established facilities. Restaurants, bike rentals, lodging for tourists, processed food and handicrafts, and restaurants will all be built to support the tourist village. Budgetary restrictions and other resources have prevented the implementation of the supply of these amenities at this time. All these amenities, nevertheless, are part of the planned expansion of the tourist community.

4. Community Empowerment

Community engagement in all facets of tourism is a key component in the development of tourist communities. It follows that village communities must get the most benefits from tourist growth as it embodies the idea of people's core tourism. The community must be actively involved in tourism-related activities in order to accomplish this. One way to become involved in the community is by offering services and products related to tourism. It is anticipated that community empowerment would benefit the community's social, cultural, and economic aspects. empowerment and development of tourist settlements so that their endeavors are centered on the community. This indicates that the primary motivators for tourism-related activities are the assets and distinctiveness of local communities.

The creation of a tourist town led by the residents of Sombano village serves as an example of the process of community empowerment that takes place there. the creation

of a tourism village as a first measure to harness the community's economic power. Community involvement is essential to the village's success as a tourism destination. In this instance, the village is managed and developed by the community, which has self-awareness. The whole community participates in the village's growth in a spirit of solidarity.

Cultural values need to be preserved with community involvement in order to maintain the worth of local knowledge. One of the main factors advancing tourism village destinations in Sombano is the administration of the village *bundes*. As the heart of the tourist village, *Bundes* requires people who value the traditional knowledge of the area to foster and maintain art and culture into a showcase for visitors. All people of the community must be driven and committed to social and economic empowerment, and there must be an open attitude toward tourism. The notion of mutual cooperation and assistance across communities must have backing from the government and all communities. Active community engagement in the delivery of tourist services and products to enable the community to gain from the growth of its human capital in the area of expertise. Establishing cultural arts organizations, particularly for young people preparing for presentations to visitors with a range of creative and cultural possibilities in Sombano village, empowers the community.

5. Marketing and Promotion

In Sombano village, promotional events lack organization and planning. This occurs because Sombano Village *BUMDES* Management's work program has not yet included promotional efforts. As a result, elements of promotional message content and media distribution have not been taken into account.

CONCLUSION

The findings of this study indicate that Sombano Village has significant potential for development into a local wisdom-based tourism destination, offering a range of attractions, including natural beauty, cultural attractions, and agro-tourism products. Nevertheless, several challenges remain to be addressed, including limitations in marketing and tourism promotion, a lack of adequate infrastructure, and the necessity to enhance the capacity of human resources in managing tourist destinations. The development of this tourism village has involved the empowerment of the local community, whereby the community assumes an active role in the management and development of their village as a tourist destination. This demonstrates the community's awareness and commitment to advancing their village through tourism.

The theoretical implications of this research underscore the significance of local wisdom in the creation of sustainable tourist destinations. The maintenance and promotion of local culture, coupled with community involvement in tourism management, can facilitate the achievement of economic and social sustainability. In practice, this study recommends a series of strategic measures, including the improvement of human resources through training, the enhancement of infrastructure and information systems, and the modernization of tourism promotion in order to attract a greater number of tourists. Furthermore, the advancement of the creative sector and an

increase in public awareness regarding the significance of the "sapta pesona" concept are essential for the sustainable development of tourism in Sombano Village.

It should be noted that the geographical scope of this study is limited to Sombano Village, which may limit the generalizability of the findings to other tourist villages in the Wakatobi region or Indonesia in general. Moreover, this study was constrained to descriptive qualitative methods, which precluded the presentation of a more detailed quantitative account of the economic impact of tourism village development. Further research is anticipated to examine these elements with a more comprehensive methodology and to include additional sites to gain a more nuanced understanding.

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